$$|\langle J| = |J\rangle^{\dagger} = \begin{pmatrix} J_x^* & J_y^* \end{pmatrix}$$

$$|J>=\begin{pmatrix} J_x \\ J_y \end{pmatrix}$$

$$I = |\langle J|\mathbf{SLM}|J \rangle|^2 \ = (J_x \quad J_y) \begin{pmatrix} X+iY & Z+iW \ -Z+iW & X-iY \end{pmatrix} \begin{pmatrix} J_x \ J_y \end{pmatrix}$$